

CLAIMS:

1. An image assembly for backlit display, comprising:
 - a display image on a display medium, wherein the display image defines a pattern of light density; and
 - a masking image disposed at a back side of the display image and adjacent thereto, wherein the masking image has a pattern of light transmittance which is at least partially determined as a function of the pattern of light density of the display image, and the pattern of light transmittance of the masking image and the pattern of the light density of the display image are spatially correlated.
2. The image assembly of claim 1, wherein the masking image is at least an approximate positive copy of the display image.
3. The image assembly of claim 1, wherein the masking image is a positive copy of the display image and has dot-to-dot registration with the display image.
4. The image assembly of claim 1, wherein the masking image is on a masking medium.
5. The image assembly of claim 4, wherein the masking medium is coextensive with the display medium.
6. The image assembly of claim 4, wherein the masking medium is laminated together with the display medium.
7. The image assembly of claim 4, wherein the masking medium is at least partially transparent to visible light.

8. The image assembly of claim 1, wherein the masking image is on the display medium.
9. The image assembly of claim 8, wherein the display image is printed on the front surface of the display medium while the masking image is printed on the back surface of the display medium.
10. A laminate used for backlit display, comprising:
 - a display image layer having a front surface and a back surface, wherein the display image layer bears a display image, the display image defining a pattern of light density; and
 - a light masking layer having a front surface and a back surface, wherein the light masking layer and the display image layer are laminated together with the front surface of the light masking layer facing the back surface of the display image layer, and wherein the light masking layer has a pattern of light transmittance, which pattern is at least partially determined as a function of the pattern of light density of the display image.
11. The laminate of claim 10, wherein the pattern of light transmittance of the light masking layer is at least an approximate positive copy of the pattern of light density defined by the display image.
12. The laminate of claim 10, wherein the light masking layer is a photo film.
13. The laminate of claim 10, wherein the light masking layer bears a masking image which is a positive photocopy of the display image.

14. A backlit display unit, comprising:
 - a light source providing light for illumination from a back side of the display unit;
 - a display image assembly, comprising:
 - a display image on a display medium, wherein the display image defines a pattern of light density; and
 - a masking image disposed at a back side of the display image and adjacent thereto, wherein the masking image has a pattern of light transmittance which is at least partially determined as a function of the pattern of light density of the display image, and the pattern of light transmittance of the masking image and the pattern of the light density of the display image are spatially correlated; and
 - a frame assembly that holds the image assembly.
15. The backlit display unit of claim 14, wherein the masking image is a positive copy of the display image and has dot-to-dot registration with the display image.
16. The image assembly of claim 14, wherein the masking image is on a masking medium coextensively laminated together with the display medium.
17. The image assembly of claim 16, wherein the masking medium is a photo film.
18. The display unit of claim 14, wherein substantially all the light of the light source is directed upon the display image assembly from the back side thereof.

19. The display unit of claim 14, wherein the light source and the display image assembly are held in a single display box.